

FIG. 1 - Prior Art

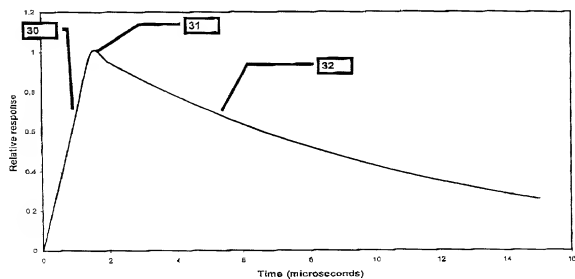


Fig. 2 - Prior Art

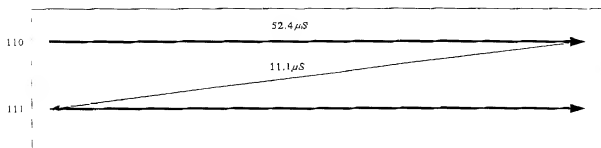


Fig. 3A - Prior Art

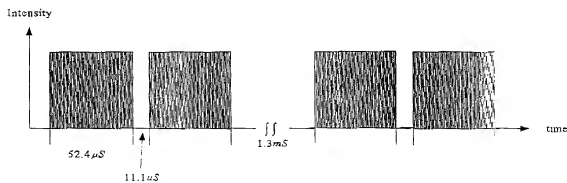


Fig. 3B - Prior Art

0939530-002801

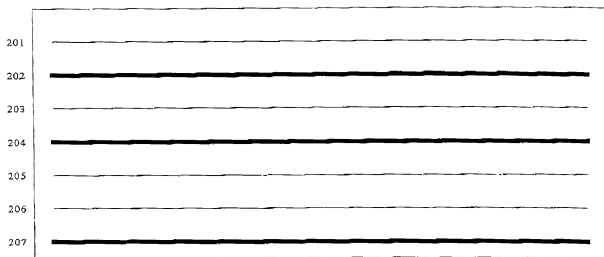


FIG. 4

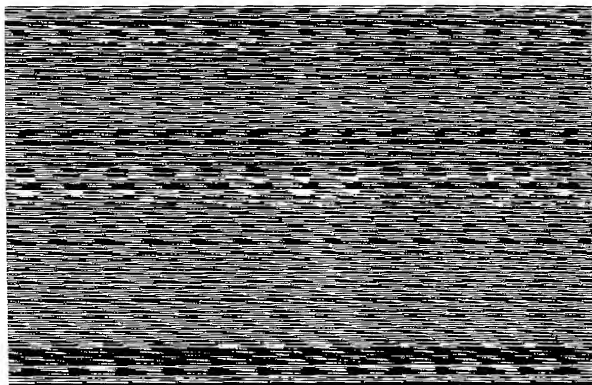


FIG. 5

108230-0856E680

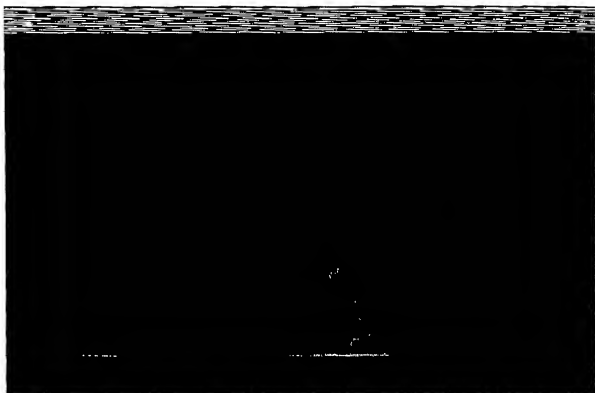


FIG. 6

301
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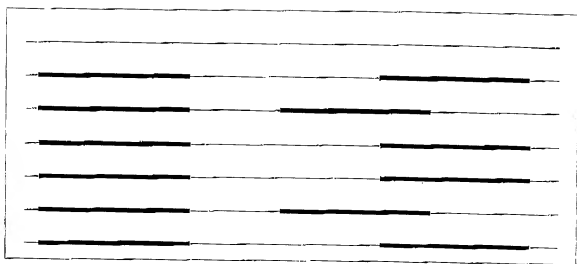


Fig. 7A

401
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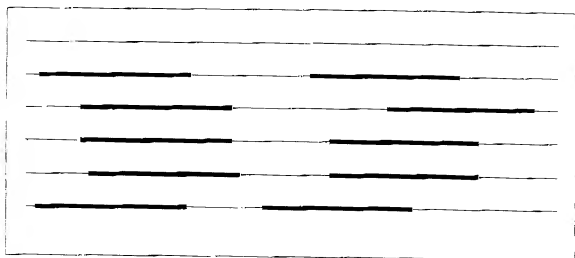


Fig. 7B

00036530-002801

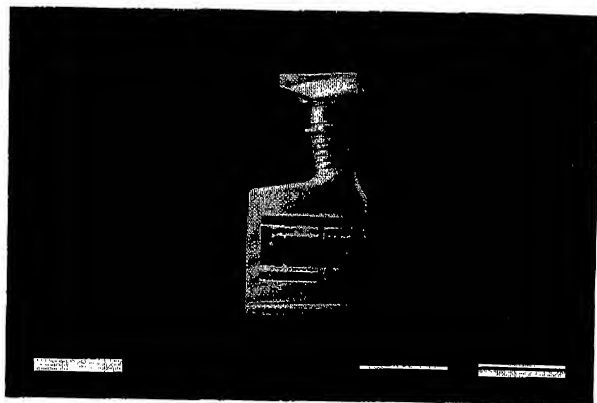


FIG. 8

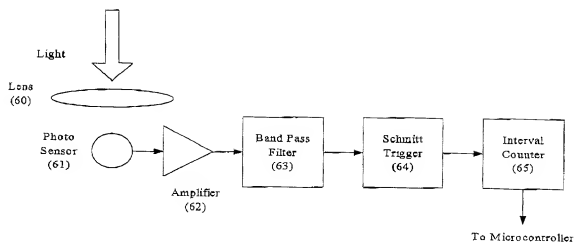


FIG. 9

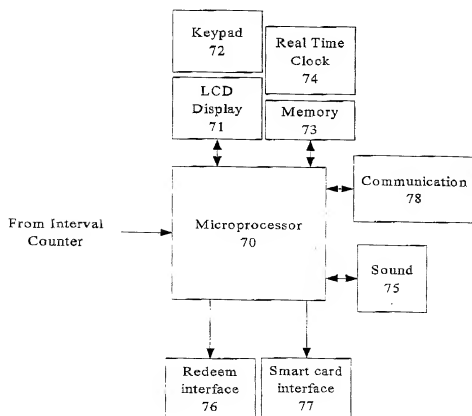


FIG. 10

Typical response to video

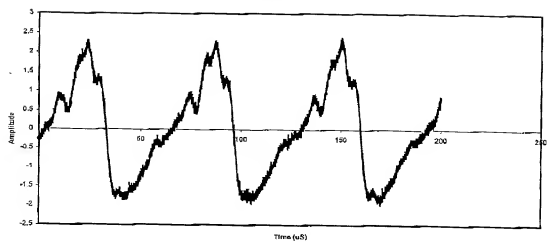


FIG. 11

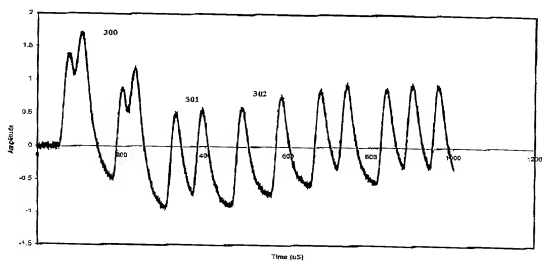


FIG. 12

1990-1991

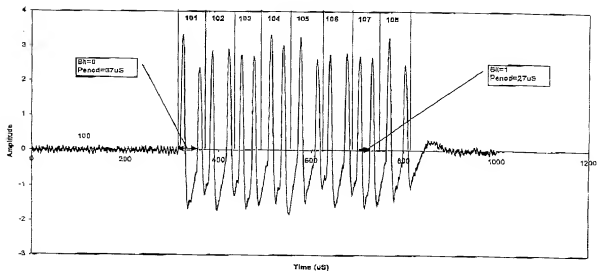


Fig. 13

0003580 082801

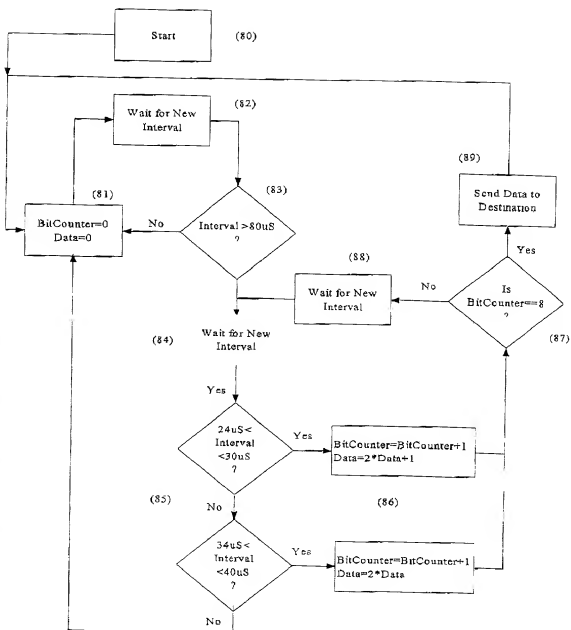


FIG. 14

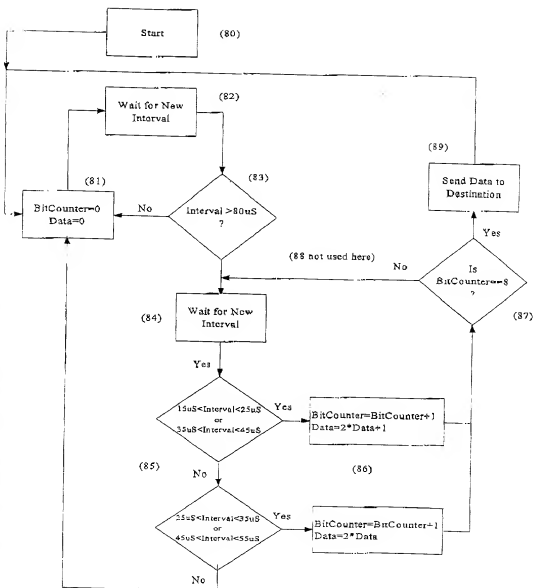


FIG.15

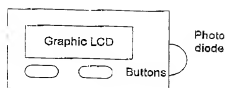


FIG. 16A

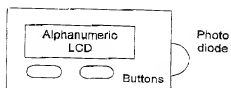


FIG. 16B

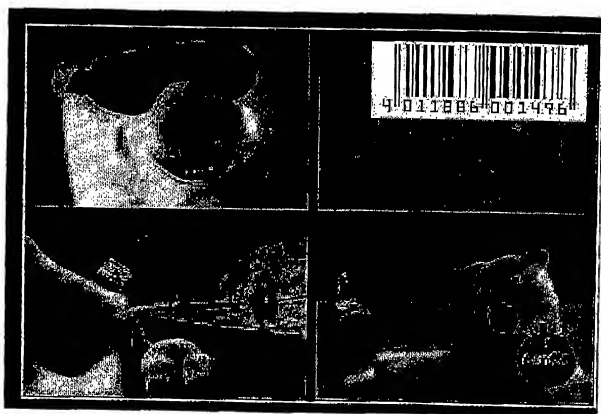


FIG. 17

00939520.002001

Select your coupon



FIG. 18A

Select your coupon

| | |
|-----|---------------|
| 30% | Free tool |
| 50% | Free drink |

FIG. 18B